

**Notice of Allowability**

Application No.

10/718,585

Applicant(s)

HONARVAR, LAURENCE

Examiner

Michael B. Holmes

Art Unit

2121

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to November 24, 2005.
2. ☒ The allowed claim(s) is/are 1-16.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
  1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_



## UNITED STATES PATENT AND TRADEMARK OFFICE

P.O. Box 1450, Alexandria, Virginia 22313-1450 – [www.USPTO.GOV](http://www.USPTO.GOV)

### Examiner's Detailed Office Action

1. Claims 1-20 have been canceled.
2. Claims 21-51 are allowed.

### Examiner's Amendment

3. On Tuesday, December 20, 2005, spoke with Mr. Paul Kravetz, who authorized me through Examiner's Amendment to amend claim 1 with the following language:

"using the refined strategies." A Interview Summary has been entered into the record.

#### Regarding claim 1.

A method for applying strategy decisioning criteria to a client population of an organization, comprising: associating each client in the client population with a category, wherein each category is comprised of a grouping of clients based upon at least a value to the organization for the grouping of clients as compared to other groupings of clients, and wherein different rules are applied in executing decisions for at least some inbound events associated with clients depending upon the category in which the respective client is associated; creating a plurality of test groups for a plurality of categories by randomly assigning clients to a test group in each client's

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respective category, wherein different strategies are utilized for applying the different rules for executing decisions; evaluating client performance in each category across different test groups; and using the refined strategies to be utilized for applying different rules to improve client performance according to results of the client performance evaluation.

## REASONS FOR ALLOWANCE

4. The terminal disclaimer filed November 18, 2004 disclaiming the terminal portion of any patent granted on this application, which would extend beyond the expiration date of U.S. Patent 6,684,192 & U.S. Patent 6,405,173 has been reviewed and is accepted. The terminal disclaimer has been recorded.

5. The following is an Examiner's statement for reasons for allowance:

6. The closest art *Marpe et al.* (USPN 6,671,693), *Marpe et al.* (USPN 6,651,235), *Bankier et al.* (USPN 6,567,814), *Dovich et al.* (USPN 6,308,168) & *Amado* (USPN 6,671,693), does not teach or render obvious applicant's claimed invention. In particular, as pointed out below, the art lacks certain features and the combination as specified in the respective claims.

7. With regards to claim 1 the aforementioned does not disclose associating each client in the client population with a category, where each category is comprised of a grouping of clients based upon at least a value to the organization for the grouping of clients as compared to other groupings of clients. Different rules are applied in executing decisions for at least some inbound events associated with clients depending upon the category in which the respective client is asso-

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ciated. Creating a plurality of test groups for a plurality of categories by randomly assigning clients to a test group in each client's respective category, where different strategies are utilized for applying the different rules for executing decisions. Evaluating client performance in each category across different test groups, and refining the strategies to be utilized for applying different rules to improve client performance according to results of the client performance evaluation.

8. With regards to claim 9 the aforementioned does not disclose associating each client in the client population with a category, where each category is comprised of a grouping of clients based upon at least a value to the organization for the grouping of clients as compared to other groupings of clients. Different rules are applied in executing decisions for at least some inbound events associated with clients depending upon the category in which the respective client is associated. Creating a plurality of test groups for a plurality of categories by randomly assigning clients to a test group in each client's respective category, where different strategies are utilized for applying the different rules for executing decisions. Moving certain clients between categories when the outcome of an accumulation of particular decisions in different test groups associated with a respective client results in changing the value to the organization attributed to the client to one that is associated with a different category.

### Correspondence Information

9. Any inquiries concerning this communication or earlier communications from the examiner should be directed to Michael B. Holmes, who may be reached Monday through

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Friday, between 8:00 a.m. and 5:00 p.m. EST. or via telephone at (571) 272-3686 or facsimile transmission (571) 273-3686 or email [Michael.holmesb@uspto.gov](mailto:Michael.holmesb@uspto.gov).

If you need to send an Official facsimile transmission, please send it to (571) 273-8300.

If attempts to reach the examiner are unsuccessful the Examiner's Supervisor, Anthony Knight, may be reached at (571) 272-3687.

Hand-delivered responses should be delivered to the Receptionist @ (Customer Service Window Randolph Building 401 Dulany Street Alexandria, VA 22313), located on the first floor of the south side of the Randolph Building.

***Michael B. Holmes***

Patent Examiner

Artificial Intelligence


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United States Department of Commerce

Patent & Trademark Office

*Wednesday, December 21, 2005*

*MBH*

  
Anthony Knight  
Supervisory Patent Examiner  
Group 3600